



Criterion Convergence VIII : The Power of Invitation

Full Conversation Listing: Times, Topics, Location, Questions and Participants

Monday, March 15, 2010

10:45 – 11:45 am

Conversations – Set A

Conversation Topic	Questions	Participants
For Profit/Nonprofit Structures for Social Change RUSACK	<ul style="list-style-type: none"> Walk through an overview of Structure Lab. Values, relationships, assets. How does the structure/form of your organization affect what you see as possible? What structures are most conducive to fostering the kind of relationship you want to build? What can be done to expand awareness and shift thinking about structural options in the social change space? Who are the key players? 	<ul style="list-style-type: none"> Laura Berry Sandie Davis Tom Dente Joseph Mouzon Andrew Zolli Valoria Cheek Mark Monchek Robin Pendoley Whitney Smith Sara Hall Doug Hammond Joy Anderson
Metrics Tell Stories ROOM ONE	<ul style="list-style-type: none"> How do stories make better metrics? How do metrics make better stories? 	<ul style="list-style-type: none"> Mitra Ardron Ruy Costa Andrew Levine Deborah Stern Jackie VanderBrug Ann Vazquez Melanie Moore Kubo Jodi Harpstead Louise Guido
Community and Property Development MATTHEWS	<ul style="list-style-type: none"> What is the relationship between property development and community development? What has changed as the fields have intersected over the last decades? What are the current principles that matter? What are the forces that will shape scenarios of the future? Capital? Local ownership? Enterprise models? Legal structures? What else? 	<ul style="list-style-type: none"> Elizabeth Stewart Trinita Logue Mark Peterson Robert Wynn Mary Gundelach Adam Pattantyus Ned Rimer Jeanette Cadij James Macon Katie Drasser

<p>Peace and Social Justice</p> <p><i>PREFUNCTION AREA</i></p>	<ul style="list-style-type: none"> • What shapes how you think about peace and justice? • How do we as individuals and societies make certain we bend towards justice as we seek social change? • What are the levers and tools that enable or ensure peace and justice? 	<ul style="list-style-type: none"> • Rob Michalak • Frank Roby • Fiona Montagu • Sherry Sacino • Trinette McCray • Dawn Thomsen • Ben Bingham
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1:15 – 2:30 pm

Conversations – Set B

Conversation Topic	Questions	Participants
<p>How do I Maximize My Impact?</p> <p><i>MATTHEWS</i></p>	<ul style="list-style-type: none"> • What is your big question about impact right now? • Discuss questions that surfaced in depth. • What are the themes and what is the way forward? 	<ul style="list-style-type: none"> • Robin Pendoley • Laura Berry • Ben Bingham • Sandie Davis • Mary Gundelach • Rob Michalak • Fiona Montagu • Frank Roby • Andrew Zolli • Jeanette Cadij • Louise Guido • Jackie VanderBrug
<p>What Makes a Consulting Firm Socially Responsible?</p> <p><i>ROOM ONE</i></p>	<ul style="list-style-type: none"> • What is socially responsible consulting? How would you know it if you saw it? • How is the practice of consulting to nonprofits or socially responsible businesses changing? • What choices define your practice? • What do you aspire to? • Do the certification programs that exist for sustainable ventures work for consulting firms? E.g. B Lab, SVN • How does scale change the assessment of a socially responsible consulting firm? (i.e., do we look different at a guy hanging out a shingle than a Monitor) 	<ul style="list-style-type: none"> • Mitra Ardron • Melanie Moore Kubo • Adam Pattantysus • Mark Monchek • Doug Hammond • Sara Hall • Dawn Thomsen
<p>Children’s Future</p> <p><i>PREFUNCTION AREA</i></p>	<ul style="list-style-type: none"> • What would a quality future look like for children? • What do children need to have a quality future? • How much will they need to create for themselves and how much can we pay forward? • When is the role of education in improving and ensuring a quality future for children paramount? When do other elements take precedence? • Who are the heroes? Who are the villains? Who are the fools? 	<ul style="list-style-type: none"> • Trinita Logue • Ned Rimer • Robert Wynn • Ann Vazquez • Sherry Sacino • Katie Drasser • Joseph Mouzon • Mark Peterson
<p>Entering Social Change</p> <p><i>RUSACK</i></p>	<ul style="list-style-type: none"> • What is your story of entering social change? • What surprised you when you showed up? • What are the characteristics of the social change marketplace that make this transition difficult? • What are the systems and structures that exist or need to be created to make it better? 	<ul style="list-style-type: none"> • Ruy Costa • Elizabeth Stewart • Trinette McCray • Valoria Cheek • Joy Anderson • Tom Dente • Jodi Harpstead • Andrew Levine • Deborah Stern



Criterion Convergence VIII : The Power of Invitation

3:00 – 4:15 pm

Conversations – Set C

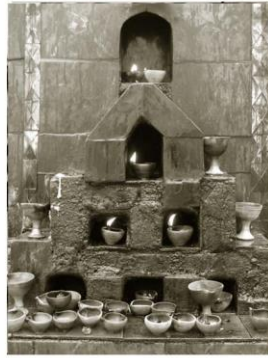
Conversation Topic	Questions	Participants
<p>Healthcare Meets Financial Services</p> <p><i>ROOM ONE</i></p>	<ul style="list-style-type: none"> • What are the intersections between healthcare and financial services? • What are the leverage points that each of us are addressing? • Lay out of Criterion’s work around the cash market. • Where do people see possibility and hope emerging? 	<ul style="list-style-type: none"> • Tom Dente • Ned Rimer • Mitra Ardron • Trinita Logue • Rob Michalak • Adam Pattantys • Robert Wynn • James Macon
<p>Age of Irreverence</p> <p><i>RUSACK</i></p>	<ul style="list-style-type: none"> • This conversation assumes we are in an age of irreverence and that has a direct relationship to trust. • What are the strengths and challenges of this current age of irreverence? • What are the practices of social change that build trust in this age? 	<ul style="list-style-type: none"> • Sherry Sacino • Mary Gundelach • Joseph Mouzon • Ben Bingham • Sandie Davis • Andrew Levine • Fiona Montagu • Deborah Stern • Louise Guido • Dawn Thomsen
<p>Geography of Purpose</p> <p><i>PREFUNCTION AREA</i></p>	<ul style="list-style-type: none"> • What is the geography of your cause and purpose? • What accelerates social change in a geographic area? • What are the local characteristics that drive change? • In particular, is there a geography of social enterprise and what’s the impact of this geography? 	<ul style="list-style-type: none"> • Elizabeth Stewart • Jodi Harpstead • Mark Monchek • Melanie Moore Kubo • Andrew Zolli • Sara Hall • Katie Drasser • Robin Pendoley
<p>Church as an Economic Being</p> <p><i>MATTHEWS</i></p>	<ul style="list-style-type: none"> • Presentation of the basic set of discoveries • Leadership: who is leading thinking about this? In your community, nationally, globally? • Messaging: what are the synonyms? Where is the resistance? What do the messages need to break through • Mapping: what are the examples of where this is working? • Intermediation: 3 case studies around climate change, workforce, and fair trade 	<ul style="list-style-type: none"> • Mark Peterson • Laura Berry • Ruy Costa • Frank Roby • Ann Vazquez • Trinetta McCray • Doug Hammond • Valoria Cheek • Joy Anderson

Tuesday, March 16, 2010

9:30 – 10:45 am

Conversations – Set D

Conversation Topic	Questions	Participants
<p>Power <i>RUSACK</i></p>	<ul style="list-style-type: none"> • How does your theory of power affect your theory of social change? • What influences how think about power? • Has how we think about power changed in the last decade? • How is this impacted by race, gender and class? • What is the power of invitation? 	<ul style="list-style-type: none"> • Trinette McCray • Frank Roby • Rob Michalak • Ben Bingham • Mark Monchek • Robin Pendoley • Mark Peterson • Whitney Smith • Louise Guido • Jackie VanderBrug
<p>The Role of Accelerators <i>MATTHEWS</i></p>	<ul style="list-style-type: none"> • Present the role that accelerators play and a set of assumptions about outcomes • Who’s your favorite accelerator? • What is the profile of an accelerator? • What is the identity they have/are given? In organizations as intrapreneurs? As independent workers? In the social change market more broadly? • How do we measure their impact? • What might they need to be more successful? 	<ul style="list-style-type: none"> • Ruy Costa • Jodi Harpstead • Andrew Levine • Fiona Montagu • Adam Pattantylus • Elizabeth Stewart • Melanie Moore Kubo • Ann Vazquez • Robert Wynn • Sara Hall • Doug Hammond • Joy Anderson
<p>Role of IP in Social Innovation and an Increasingly Networked World <i>PREFUNCTION AREA</i></p>	<ul style="list-style-type: none"> • What intellectual property do you worry about? What is the context? • What determines the value of IP in a market? And how is changing as we become more networked? • What is protectable? And what should be? • What is the play between brand and positioning and IP? 	<ul style="list-style-type: none"> • Laura Berry • Mary Gundelach • Andrew Zolli • Mitra Ardron • Sandie Davis • Deborah Stern • James Macon
<p>Changing Behaviors <i>ROOM ONE</i></p>	<ul style="list-style-type: none"> • Name case studies or experiences that shape how you think about behavior change. • What are the theories of change behind those case studies and experiences? • What are the competing theories of change? • How do these theories shape what practices work or don’t either at your organization or out in the world? 	<ul style="list-style-type: none"> • Ned Rimer • Sherry Sacino • Tom Dente • Joseph Muzon • Jeanette Cadij • Valoria Cheek • Dawn Thomsen



Criterion Convergence VIII : The Power of Invitation

11:00am – 12:15 pm

Conversations – Set E

Conversation Topic	Questions	Participants
Capitalism 3.0 <i>RUSACK</i>	<ul style="list-style-type: none"> Who is leading the reimagining of capitalism and who should be? What levers will shape our future of capitalism? How will we know its happening? What do you most long for? What gives you hope? 	<ul style="list-style-type: none"> Joseph Mouzon Rob Michalak Robert Wynn Sara Hall Andrew Zolli Jodi Harpstead Fiona Montagu Adam Pattantyus Louise Guido James Macon
Doing Church Well <i>MATTHEWS</i>	<ul style="list-style-type: none"> In this conversation we will figure out the skills sets of doing church, are they transferrable to folks who don't live and breathe? What are the skills of doing church? What makes them unique compared to other complex systems? What is the value of this skill set? How/should doing church be taught? Who wants/needs to know? 	<ul style="list-style-type: none"> Laura Berry Mark Peterson Ann Vazquez Valoria Cheek Jackie VanderBrug Trinette McCray
Grief <i>PREFUNCTION AREA</i>	<ul style="list-style-type: none"> How does grief change the world? What enables you to stay present to emotions of all kinds and get through the day? What resources have helped or hindered you? When did you see the sky again? 	<ul style="list-style-type: none"> Ruy Costa Melanie Moore Kubo Whitney Smith Mary Gundelach Dawn Thomsen
Change and Cultural Preservation <i>ROOM ONE</i>	<ul style="list-style-type: none"> What's the role of cultural preservation in social change? How is cultural preservation a disruptive force? Where have you witnessed good examples of this? What are the classic stories you tell? What can we learn from those examples? 	<ul style="list-style-type: none"> Sandie Davis Ned Rimer Robin Pendoley Sherry Sacino Mitra Ardron Ben Bingham Doug Hammond Jeanette Cadij Katie Drasser
Multipurpose Work Forms <i>MATTHEWS</i>	<ul style="list-style-type: none"> Once round. What is your portfolio? How do you allocate resources (time, money, other) across the portfolio? What is the form/platform that organizes the work? (my bank account, corporate form, website, etc) What is the identity that holds it all together? How do you manage risks or allocate returns across the portfolio? What pressures does this create? How long can you manage this way? What's going to make it fundamentally not sustainable? 	<ul style="list-style-type: none"> Tom Dente Andrew Levine Frank Roby Deborah Stern Mark Monchek Elizabeth Stewart Joy Anderson

1:30 – 2:45 pm

Conversations – Set F

Conversation Topic	Questions	Participants
<p>Market Formation <i>MATTHEWS</i></p>	<ul style="list-style-type: none"> • How do you build organizations that shape markets to create social/environmental good? • What are our assumptions about markets and how they function? • What are the practices of market formation? • In the end, it is intermediation that creates markets. Costs, efficiencies, ethics around it (good vs. bad), what makes a good intermediary? • What role can legacy non-profits play in shaping markets for good? 	<ul style="list-style-type: none"> • Rob Michalak • Ann Vazquez • Andrew Zolli • Joy Anderson • Valoria Cheek • Doug Hammond • Trinette McCray • Elizabeth Stewart • Deborah Stern • Adam Pattantys • Tom Dente • Mitra Ardron • James Macon
<p>Future of Philanthropy <i>ROOM ONE</i></p>	<ul style="list-style-type: none"> • What changed in your philanthropy over the last years? • When does philanthropy create strategic impact? • How do we promote and participate in critical thinking and collective accountability in the philanthropic sector? • Where can philanthropy be more innovative? • What would change if we changed who participates in philanthropy (e.g. mainstream donors)? 	<ul style="list-style-type: none"> • Laura Berry • Sandie Davis • Fiona Montagu • Ned Rimer • Frank Roby • Jackie VanderBrug • Melanie Moore Kubo • Sherry Sacino • Sara Hall
<p>Successful Nonprofits <i>RUSACK</i></p>	<ul style="list-style-type: none"> • What makes a nonprofit good? What are the core characteristics? • What values drive us in determining what is good? • How do you build a good one? • How would the world change if all nonprofits were good? 	<ul style="list-style-type: none"> • Jodi Harpstead • Robin Pendoley • Robert Wynn • Ruy Costa • Mark Peterson • Whitney Smith • Katie Drasser
<p>Art in Social Change <i>PREFUNCTION AREA</i></p>	<ul style="list-style-type: none"> • How does art express and/or drive social change? • What is the particular role of artists in social change? • How can various techniques used in art be applied to social change efforts? • What is the role of the critic? 	<ul style="list-style-type: none"> • Ben Bingham • Joseph Mouzon • Mary Gundelach • Andrew Levine • Mark Monchek • Louise Guido • Dawn Thomsen